

Rubric for Public Service Announcement

Category	4	3	2	1
Awareness of audience	Strong awareness of audience in the design. The script, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. The script, audio and graphics chosen somewhat fit the target audience.	Some awareness of audience in the design. It is difficult to see how the script, audio and graphics chosen somewhat fit the target audience.	Limited awareness of the needs and interests of the target audience.
Voice consistency	Voice quality is clear and consistently audible throughout the PSA.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the PSA	Voice quality is clear and consistently audible through some (70-84%) of the PSA.	Voice quality needs more attention.
Voice pacing	The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story line. Audience is not consistently engaged.	No attempt to match the pace of the PSA to the story line or the audience.
Soundtrack Emotion	Music stirs a rich emotional response that well matches the message of the PSA.	Music stirs a rich emotional response that somewhat matches the message of the PSA	Music is ok, and not distracting, but it does not add much to the story.	Music is distracting, inappropriate, or was not used.
Images	Images create a distinct atmosphere or tone that matches different parts of the PSA. The images communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the PSA. The images communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/tone.
Dramatic question	The dramatic question posed at the end of the PSA provokes deep critical thought	The dramatic question posed at the end of the PSA provokes some critical thought	The dramatic question posed at the end of the PSA does not provoke much critical	The dramatic question posed at the end of the PSA does little to provoke much

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	about the world we live in, and our part in it.	about the world we live in, and our part in it.	thought about the world we live in, and our place in it.	thought about the world we live in and our place in it.
Credits	The PSA has appropriate credits for all images/video/music. Credits name the creator (you) and the title of the book you read (with bibliographic information)	The PSA has some credits for images/video/music. Credits name the creator (you) and the title of the book you read (with bibliographic information)	The PSA has some credits for images/video/music. Credits name the creator (you) and the title of the book you read.	PSA has either no credits or name/name of book and author.